

Language educational experiences from university learners. In gamified English learning environments, pleasantness, attractiveness, motivation, and enjoyment were all desirable qualities. However, it is important to note that design features alone do not guarantee learning, even if they may provide an effective and interesting learning environment. [3]

Additionally, a descriptive survey conducted at the Poltava State Medical University explored the implementation of mobile applications in the training of future doctors studying the Ukrainian language. The survey demonstrated that most smartphone and tablet apps can be effectively used for learning new vocabulary, grammar, spelling rules, and developing writing and speaking skills in Ukrainian for foreign students. [4]

While mobile applications offer convenience and flexibility for language learning, it is important to note that students and teachers are not fully realizing the educational potential of mobile devices. A survey found that 60 percent of foreign language students and nearly 14 percent of instructors use smartphones for language learning purposes. However, students need guidance on where to find resources beyond standard dictionary and translation apps. [4]

In conclusion, mobile applications have shown effectiveness in foreign language learning. They provide opportunities for independent and active learning, enhance cognitive capacity, motivation, autonomy, and confidence, and offer personalized learning experiences. However, it is important to provide guidance and support to learners to fully utilize the educational potential of mobile devices.

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SOME PROCESSES OF TERM FORMATION IN MODERN ENGLISH BUILDING TERMINOLOGY

Formation of new building terms in the English language involves various methods which are widely spread in general language . These methods include :

1.Derivation: Word derivation in modern English building terminology involves the creation of new words through the addition of prefixes, suffixes, or other affixes to existing words. Here are some common examples:

Prefixes:

- "Re-" (e.g., reinforce, rebuild),
- "Pre-" (e.g., prefabricate, precast),
- "Sub-" (e.g., subfloor, substructure),
- "Multi-" (e.g., multifamily, multistory)

Suffixes:

- "-tion" (e.g., insulation, ventilation),
- "-ing" (e.g., roofing, flooring),
- "-er" (e.g., builder, plasterer),
- "-ment" (e.g., improvement, basement);

Combining Forms:

- "Bio-" (e.g., biodegradable, biophilic),
- "Eco-" (e.g., eco-friendly, eco-design),
- "Hydro-" (e.g., hydrophobic, hydroelectric),
- "Thermo-" (e.g., thermodynamics, thermoplastic);

Suffixes indicating Materials or Substances:

- "-ite" (e.g., concrete, graphite),
- "-wood" (e.g., plywood, hardwood),
- "-steel" (e.g., stainless steel, carbon steel),
- "-glass" (e.g., fiberglass, safety glass);

Suffixes indicating Processes or Actions:

- "-ize" (e.g., modernize, standardize),
- "-ify" (e.g., solidify, purify),
- "-ate" (e.g., laminate, insulate),
- "-ify" (e.g., electrify, amplify).

By employing these derivation techniques, the building industry continuously expands its vocabulary to describe new materials, methods, processes, and technologies.

2. **Compounding:** Combining two or more words to form a new one. For instance, "skyscraper" combines "sky" and "scraper."

3. **Acronyms and Initialisms:** Forming words from the initial letters or parts of words. For example, "HVAC" (Heating, Ventilation, and Air Conditioning). Acronyms are formed by taking the initial letters of a phrase or compound term and combining them into a single word. In the building domain, acronyms are often used to refer to organizations, standards, or technical concepts. For example, "LEED" stands for Leadership in Energy and Environmental Design, a green building certification program. Acronyms streamline communication and can become widely recognized shorthand for complex ideas within the building industry.

4. **Blending:** Merging parts of two words to create a new one. For instance, "brunch" combines "breakfast" and "lunch." Blending is a creative method in English terminology where two words are combined to create a new term, often reflecting a fusion of their meanings. It's commonly used to coin words for new concepts or technologies, making it a flexible tool for linguistic innovation.

5. **Back-Formation:** Creating a new word by removing affixes from an existing word. For example, "televise" from "television."

6. **Conversion:** Changing the word class of an existing word to create a new one without adding or removing any affixes. For example, "to concrete" (verb) from "concrete" (noun). Conversion, in the context of forming new building terms, involves using existing words from one grammatical category (such as a noun, verb, or adjective) and applying them to a different category without adding any affixes.

For instance, "to roof" (verb) can be converted into "a roof" (noun), or "brick" (noun) can be converted into "brick" (adjective) as in "brick wall". Conversion allows for the adaptation of words to fit the specific needs of the building domain without introducing entirely new vocabulary.

7. Borrowing: Adopting words from other languages, especially when there's no direct equivalent. For example, "cement" from old French "ciment" or "patio" from Spanish. Borrowings, also known as loanwords, involve adopting terms from other languages into the building domain of English. These borrowed words often represent concepts or technologies that originate from cultures with their own specialized terminology.

For example, English has borrowed "patio" from Spanish and "feng shui" from Chinese to describe architectural features and design principles. Borrowings enrich the building terminology by incorporating diverse linguistic influences.

8. Eponyms: Words derived from proper nouns, often names of people or places. For example, "Galvanized steel" named after Luigi Galvani. Eponyms involve naming architectural elements, techniques, or styles after a person, typically the inventor or popularizer of the concept. For example, "Romanesque architecture" is named after the Roman style of building, and "Palladian windows" are named after the Italian architect Andrea Palladio. Eponyms serve as a way to honor influential figures in the field of architecture and to designate specific building elements or styles associated with their work.

In conclusion it is possible to state that these methods, along with the ever-evolving nature of language, contribute to the continuous expansion of building terminology in English.

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ARE SOCIAL MEDIA EFFECTIVE FOR LEARNING FOREIGN LANGUAGES?

Nowadays social media takes a big part of our lives, and a lot of people use it in daily basis.

Social media started as platforms, on which users can share thoughts, photos, events etc. But now people use them as source of news, information, business. People can use social medias to learn, improve their skills, discuss topics, search for new information and help. Foreign languages are not exception.

Usage of social media as educational platform can be compared to way, which bilingual children learn. [1] Parents surround children with two or more languages and get result. Social medias can be used the same way. By reading or watching interesting content in foreign language you can easily learn:

- 1) words, slang, idioms;
- 2) pronunciation from native speakers;
- 3) right way to make sentences.

But is this method effective?

To make a conclusion I will analyze some factors as:

- 1) how popular social medias are?
- 2) how much time you should allocate on learning?
- 3) is this method easier than studying with books?

The number of people using social media is over 4.95 billion (data from October 2023) [2] Facebook is the largest social media platform with 3.05 billion monthly active users, YouTube with 2.49 billion monthly active users, Instagram has 2 billion monthly users and TikTok with 1 billion monthly active users.